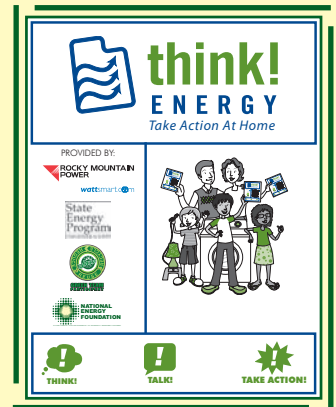
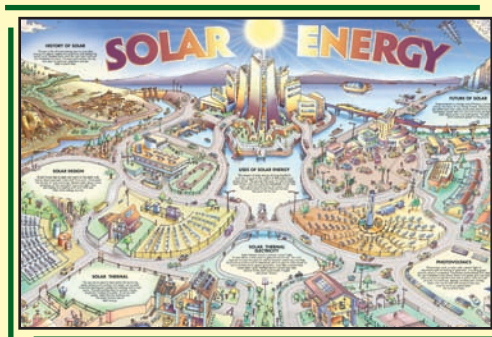
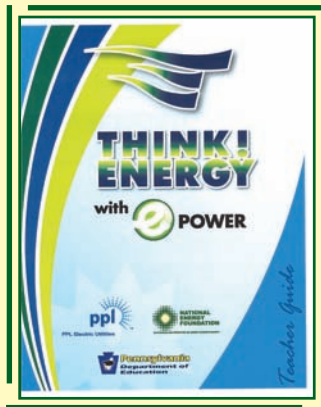
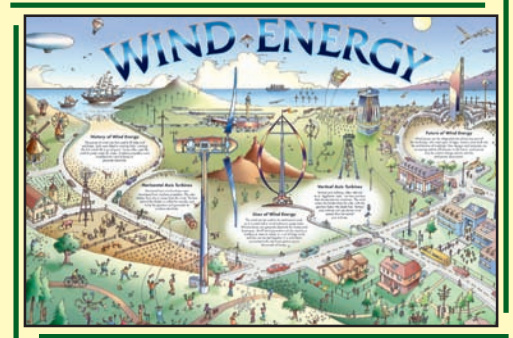
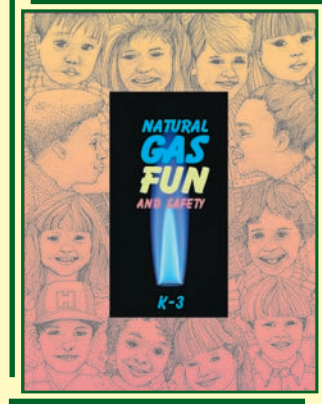
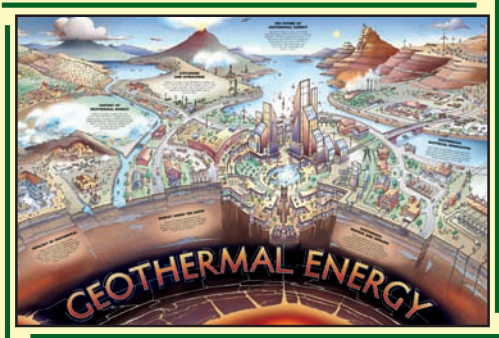


# ANNUAL REPORT

literate society • cultivating  
an energy promoting and



# PRODUCTS AND SERVICES

**E**nergy Management Programs educate about energy awareness and capture measurable energy savings. NEF identifies energy management as an area of core competence. The foundation has vast experience in the capacity of implementing behavioral strategies that optimize energy efficiency results. Energy management programs and sponsoring organizations are listed below:



- THINK! ENERGY Indiana
  - Northern Indiana Public Service Company
  - Vectren Corporation
  - Indianapolis Power and Light
  - Citizens Gas
- THINK! ENERGY with Consumers Energy
  - Consumers Energy (MI)
- THINK! ENERGY with e-power
  - PPL Electric Utilities (PA)
- THINK! ENERGY Utah – Take Action at Home
  - Rocky Mountain Power
  - Utah State Energy Program
  - Utah Jazz

NEF announces four New Think! Energy programs for fiscal year 2010-2011. They are:

- THINK! ENERGY with NYSERDA (NY)
  - New York State Energy and Research Development Authority
- THINK! ENERGY Illinois
  - Nicor Gas Company (IL)
- DTE Energy Wants You to THINK! ENERGY
  - DTE Energy (MI)
- THINK! ENERGY with Efficiency United
  - Clear Results (MI)

**E**nergy and Natural Resources Awareness Programs educate and enrich energy and natural resources literacy. Approaches vary and include: teacher training workshops, materials distribution activities, classroom presentations, student assemblies, and custom development opportunities such as museum displays, and community outreach activities. Awareness programs are made possible through educational grants provided by:



- Utah State Energy Program (UT)
- Utah Municipal Power Agency (UT)

- Vectren Corporation (IN & OH)
- Murray City Water (UT)
- Murray City Power (UT)
- Idaho Mining Association (ID)
- Utah Mining Association (UT)
- Utah School Institutional Trust Lands Administration (UT)
- PPL Electric Utilities (PA)
- Center for Energy Workforce Development (National)
- UGI Utilities (PA)
- Johnson Controls, Inc. (National)
- Tucson Electric Power Company (AZ)

**M**aterials Distribution Programs provide teachers and students with high quality NEF instructional energy, environmental and natural resources materials. Areas of implementation are targeted geographically to align with sponsor service territories and regions.



- NEF Academy for Natural Gas Education
  - 18 natural gas utilities across the country
  - 21 states coast to coast
- Energy Smart Students Program
  - New York State Energy Research and Development Authority (NYSERDA)

**S**tudent Competitions are included in several of NEF's educational programs. The contests offer awards and recognition for students and teachers and provide for excellent public relations and marketing activities. NEF presently administers, coordinates and conducts four student competitions.



- National Igniting Creative Energy Challenge
  - Johnson Controls, Inc.
- Energy by Design, a poster contest for students in northern Illinois
  - Nicor Gas Company
- Utah Student Debate Program
  - Office of the Governor, Utah's Energy Advisor
- Energy Smart Kids Slogan Contest
  - Vectren of Ohio and Indiana

**M**aterials Development has garnered a standard of excellence for the foundation. NEF is proud to report a record year in curriculum materials production. The following items are now included in the NEF product line.



# PRODUCTS AND SERVICES

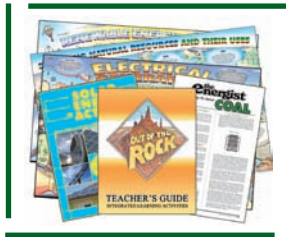
## New Products

- Solar Energy poster
- Wind Energy poster
- Geothermal Energy poster
- Energy Safe Kids 2010 slogan poster
- Energy Safe Kids 2010 slogan song DVD
- Think!Energy Utah adult program curriculum content

## Revised/Updated Products

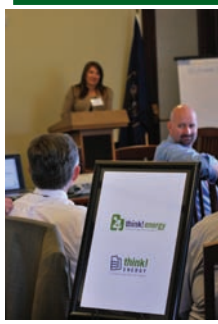
- Waste Management poster
- Energy Action Challenges – Primary, Intermediate, High School
- Think! Energy Take Action Teacher Guide
- Think! Energy Take Action Student Guide
- Water Energist
- Electricity Energist
- Energy Fundamentals Intermediate Activity Book
- Energy Action Activities Primary Activity Book
- Energy Action Technology Secondary Teacher Guide

**Materials Sales** contribute to the financial well being of NEF. A built-in fundraiser, NEF instructional materials are sold through NEF programs, a materials catalog and through the NEF On-Line Store. This year NEF received close to \$100,000 in revenue from materials in the general sales category. Product lines include:



- Instructional posters (over 40 available)
- Activity books and guides
- Energists and Primers (tabloid style publications)
- DVDs and CDs
- Instructional kits for teachers and students

**Adult Energy Efficiency Educational Programs** address energy efficiency in the workplace or community at large. The programs educate adults about technologies and behaviors that can impact energy efficiency and the environment. These programs complement sustainability goals for organizations as well as enhance recognition for Energy Star ratings and LEED certification requirements. NEF works with the listed organizations to heighten and encourage energy efficiency habits.



- THINK! ENERGY Utah
  - Employee Energy Efficiency Partnership Utah State Employees
- THINK! ENERGY NIPSCO (IN)
- THINK! ENERGY with e-power (PA)

**Instructional Web Site** development and Administration continue to cultivate and promote energy literacy. These web sites contain content rich, pertinent energy and natural resources information, printable teacher and student learning activities, games, puzzles, tips and links. NEF partnering organizations that provide the web site interaction are:



- Academy of Energy – [www.academyofenergy.org](http://www.academyofenergy.org)
  - Johnson Controls, Inc.
- THINK! ENERGY – [www.thinkenergy.org](http://www.thinkenergy.org)
  - PPL Electric Utilities (PA)
  - Northern Indiana Public Service Company (IN)
  - Vectren Corporation (IN)
  - Indianapolis Power and Light (IN)
  - Citizens Gas (IN)
  - Consumers Energy (MI)
  - Rocky Mountain Power (UT)
- Out of the Rock – [www.nefl.org/outoftherock](http://www.nefl.org/outoftherock)
  - Utah Mining Association
  - Idaho Mining Association
- Igniting Creative Energy – [www.ignitingcreativeenergy.org](http://www.ignitingcreativeenergy.org)
  - Johnson Controls, Inc
- Energy By Design – [www.energybydesign.org](http://www.energybydesign.org)
  - Nicor Gas Company (IL)
- Utah Debate – [www.nefl.org/debate](http://www.nefl.org/debate)
  - Utah State Energy Program

**Consultation** is a service provided by NEF. Services extend from informal recommendations to more comprehensive involvement. Partners and educators call on NEF to assist with on-site visits, committee membership opportunities, presentations at conferences, marketing calls, custom materials development, and strategic partner participation in proposal writing processes for partnership opportunities. We appreciate the collaborative nature of consultation and have worked closely this past year with:



- WECC (Wisconsin Energy Conservation Cooperation)
- CEWD (Center for Energy Workforce Development)
- NYSERDA (New York State Energy Research and Development Authority)
- Utah Clean Cities Coalition
- Resource Action Programs
- Johnson Controls, Inc.
- APPA (American Public Power Association)
- Rocky Mountain Power
- Energy Solutions
- Utah Mining Association

# BOARD CHAIRMAN'S MESSAGE

Energy powers our daily lives. Energy fuels every aspect of our economy – transportation, industry, agriculture, communications – and provides us with the ability to maintain a high standard of comfort in all aspects of our lives.

Energy efficiency is defined as the managing of energy consumption through wise behaviors and the use of energy saving technologies. As part of its mission to cultivate and promote an energy literate society, the National Energy Foundation captures energy efficiency educational opportunities by connecting both the behavioral and technological elements of this definition. Students learn about energy, energy efficiency and the natural resources used for their production through engaging and motivating classroom presentations conducted by NEF trainers. Educators benefit by receiving assistance in teaching lessons that fit with the core curriculum requirements of their state. Students and families benefit from take home technologies that lower energy bills.



Don Santa

Nelson Mandela said, “You can never have an impact on society if you have not changed yourself.” Each of us can make changes that individually and collectively will make a significant difference in our quality of life. We can choose to conserve natural resources and use energy more efficiently. This will benefit each of us by saving money and benefit all of us by reducing our impact on the environment, all without compromising our standard of living.

As energy powers our daily lives, it is we who are empowered to use it wisely. The National Energy Foundation facilitates this empowerment.

## Our Mission

The mission of the National Energy Foundation is to cultivate and promote an energy literate society.

## Our Vision

National Energy Foundation will sustain its role as the premier provider of educational resources addressing energy, natural resources and the environment and will actively participate and promote dialogue in the national energy literacy arena. It will broaden its outreach and capture opportunities not only within the k-12 educational base, but expand into the higher education and general public sectors. This progressive vision will enable National Energy Foundation to make a more significant impact throughout the nation.

## BOARD OF DIRECTORS

### CHAIRMAN

**Donald Santa**

President

Interstate Natural Gas Assoc. of America

### DIRECTORS

**Rich Kolodziej**

President

Natural Gas Vehicle Coalition

**Thomas R. Kuhn**

President

Edison Electric Institute

**David Parker**

President

American Gas Association

**Jeff Tarbert**

Senior Vice President

American Public Power Association

**Barry Worthington**

Executive Director

United States Energy Association

**Lisa Wood**

Executive Director

Institute for Electric Efficiency

**Harold Quinn**

President & CEO

National Mining Association

**Glenn English**

CEO

National Rural Electric Cooperative Assoc.

**Marvin Fertel**

President & CEO

Nuclear Energy Institute



# PERFORMANCE

National Energy Foundation is sustained and driven by its mission and strives to cultivate and promote an energy literate society. Fiscal year 2009-2010 was filled with educational opportunities above expectations— all mission driven.

The foundation continues to be a premier provider of educational resources, services, and expertise. There are reasons for our extraordinary success. NEF works in concert with its partners and sponsors to deliver meaningful education programs and materials to their respective educational communities. In turn, the schools garner strength in building community networks and reap the benefits of curriculum support to meet educational goals.

NEF is pleased to report a tremendous growth in programs. The foundation increased its business over 50% and expanded its reach to record numbers of teachers, students, custodians, administrators, partner employees and parents that participated in NEF programs.

This year, the foundation increased the scopes of work for *Think! Energy with e power* and *Think! Energy Indiana*. NEF welcomed the addition of Think! Energy Take



Action school participation through educational grants from PPL Utilities and UGI. Indianapolis Public Schools also experienced teaching, learning and saving energy through *Energy Action Patrols* in their selected schools. *Johnson Controls Academy of Energy Education* enhanced their educational program by adding a unique and robust educational web site for their participating school district partners. NEF received a generous ARRA funded grant from the Utah State Energy Program to develop and roll out the *Think! Energy Utah Take Action at Home* program, partnering with Rocky Mountain Power and the Utah Jazz. CEWD continued to sponsor workforce development opportunities and employee energy efficiency training was received by NIPSCO, Utah State Employee Energy Efficiency Partnership and PPL Utilities.

Participants from around the country recognize NEF's excellence in education. A teacher participating in the NIPSCO sponsored Think! Energy program expressed her positive experience through these words; "It was a wonderful



program. The presenters were fabulous and the program was very educational. Good instructional techniques were used to keep students engaged. We were very impressed with the kits. The students were quite enthusiastic to try them

out. Thank you." In Pennsylvania, parents participate with their children in the *Think! Energy with e power* program; "This program has been very informative and gave a hands-on approach to helping students and their families be more energy efficient. We really appreciate having the opportunity to take part in this program. It was very beneficial to our family and we appreciate what you are doing to help raise awareness to our family." Kristen Aragon, a second grader said, "I learned that we should not use lots of electricity and waste energy because we need it for our future."

The outcomes for fiscal year 2009-2010 are exceptional. The foundation conducted 638 events and provided education to 75,168 participants. An additional 419,093 students received educational instruction through NEF program opportunities.

NEF is overseen by an outstanding board of directors. Donald Santa was selected as the new Chairman of the Board and will serve in this capacity for 2 years. Thank you to Kraig Naasz for his service as the past chair. NEF had many successes under his leadership and looks forward to working with Don to sustain NEF's positive direction.

NEF also thanks its many partners and sponsors mentioned in this annual report. These organizations make it possible for NEF to carry out its mission to cultivate and promote an energy literate society. We appreciate their commitment to education.



THINK!



TALK!



TAKE  
ACTION!

# FINANCIALS

## STATEMENT OF FINANCIAL POSITION 2010

### ASSETS

#### Current assets

Cash and cash equivalents	\$ 765,227
Accounts receivable	477,052
Inventory	104,517
Other current assets	<u>17,728</u>

**Total current assets** 1,364,524

#### Property and equipment

Office equipment	51,017
Leasehold improvements	10,696
Less accumulated depreciation	<u>(26,260)</u>

**Property and equipment (net)** 35,453

**Deferred compensation plan (Note 3)** 96,714

**Total assets** \$ 1,496,691

### LIABILITIES AND NET ASSETS

#### Current liabilities:

Accounts payable and accrued liabilities	\$ 211,920
Deferred revenue	<u>493,068</u>

**Total current liabilities** 704,988

**Deferred compensation plan (Note 3)** 94,582

**Total liabilities** 799,570

#### Net assets:

Unrestricted	696,726
Restricted	<u>395</u>

**Total net assets** 697,121

**Total liabilities and net assets** \$ 1,496,691

## STATEMENT OF ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2010

#### Revenue and support:

Material sales	\$ 281,433
Less cost of materials	<u>88,572</u>

**Gross margin** 192,861

Program sponsors	3,007,360
Contributions	22,719
Miscellaneous revenue	<u>5,167</u>

**Non-materials revenue and support** 3,035,246

**Total revenue and support** 3,228,107

#### Expenses:

##### Program services:

Energy management	1,661,289
Awareness	473,540
Student competitions	211,826
Materials, development & sales	<u>57,121</u>

**Total program services** 2,403,776

##### Support services:

Fundraising	120,854
Administrative	<u>310,095</u>

**Total support services** 430,949

**Total expenses** 2,834,725

**Change in unrestricted net assets** 393,382

#### Changes in temporarily restricted net assets:

Contributions revenue	<u>395</u>
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**Change in temporarily restricted net assets** 395

**Change in net assets** 393,777

Net assets, beginning of year 303,344

**Net assets, end of year** \$ 697,121

